

HEADLINE# 6154297  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

MAY22/12 09.0  
\*\*\* WDCW-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/T KAINE/D/SEN/VA

AGY # \_\_\_\_\_ AGY. NAME MEDIA STRATEGIES & RESEARCH

318 MASSACHUSETTS AVE, NE

WASHINGTON, DC 20002

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_

BUYER NAME RACHAEL BEALE

SALES PRSN WA- DAVE CLARK

ORDER # \_\_\_\_\_ CONTRACT # 6154297

PRDCT TIM KAINE FOR SENATE EST#\*\*\*\* CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES OCT22/12 OCT28/12 WK-1 COMMENTS: (LINE, ORDER, INVOICE)

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

DATE MAY22/12 09.06

REP: TO: NSA WDCW  
FROM: GREG FOR DAVE  
\*\*\*NEW ORDER\*\*\*  
TTL...\$3050...6X  
THX PLS CFM, 5/22/12

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

✓  
7/11

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =

AGENCY EST# = 11103

1			900A-1000A	30		\$175.00	10/22	10/22	1		MON	1
PROGRAM : JUDGE MATHIS												
2			1000A-1100A	30		\$175.00	10/25	10/25	1		THU	1
PROGRAM : PEOPLE'S COURT												
3			700P-730P	30		\$650.00	10/22	10/24	2		M,W	2
PROGRAM : 2.5 MEN												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			730P-800P	30		\$700.00	10/23	10/26	2		TU, F	2
PROGRAM : 2.5 MEN												
OCT/12 \$3,050.00												

CONTRACT TOTAL \$3,050.00  
TOTAL SPOTS 6

MARKET TOTALS \$305,000 WDCW 1% WJLA 24% WUSA 22% WRC 34% WTTG 18% WPXW 0% WDCA 1%  
CABL 0%

SVC- NSI  
DEMOS- RA35+\*



Station Order  
Kaine for Senate 2012

Market: Washington, DC

Flight Dates: Monday, October 22, 2012 to Sunday, October 28, 2012

Estimate ID

11103

Contact: Grant Naim

Email: gnaim@tribune.com

Phone: 202-965-5050

Fax: 202-965-1841

Direct:

WDCW-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
Judge Mathis 9:00 AM 10:00 AM	DT	M-F 30	\$175.00 \$175.00	1							1
People's Court 10:00 AM 11:00 AM	DT	M-F 30	\$175.00 \$175.00				1				1
Two & Half Men 7:00 PM 7:30 PM	PA	M-F 30	\$650.00 \$1,300.00	1		1					2
Two & Half Men 7:30 PM 8:00 PM	PA	M-F 30	\$700.00 \$1,400.00		1			1			2
Station Gross Totals			\$3,050.00	2	1	1	1	1			6

Rachael Beale

Media Strategies and Research

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rachael@mediastrategies.com

Date/Time Sent: 5/7/2012 1:04:05 PM

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